

ive articles are manufactured and the industry has grown rapidly until now not only is a vast quantity produced but a full line of the products has been placed on sale in all of the leading stores throughout Southern California and elsewhere. Consignments have been made to dealers at remote points including many of the leading cities of the U. S. A. A most attractive display sample shop is maintained on Olvera Street in Los Angeles and there are several shops in Avalon. Hundreds of visitors to the Island order pottery to be shipped to their home address or to friends and relatives as gifts.

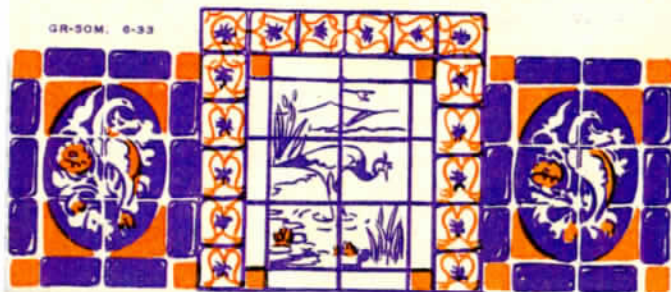
In addition to a wide range in size, shape and purpose, the pottery comes in a variety of colors including beautiful Catalina Blue, Toyon Red, Descanso Green, Obsidian Black, Manchu Yellow, etc. Many pieces of pottery are hand-decorated by native Catalina girls trained in the art of applying the varied colored glazes. Much of the beauty and quality of Catalina tile and pottery is due to the unusually high temperatures at which the Island clays can be burned and the great care with which only perfect pieces are selected.

Many of the decorative motifs of Catalina pottery and tile are suggested by subjects typical of the Island—leaping swordfish, gossamer-winged flying fish, exotic and brilliantly plumaged birds of the Catalina Bird Park, the vivid poinsettias that are found on the Island, Spanish galleons and conventionalized patterns of the Alta California influence.

Catalina tables with their decorative tile tops are an especially attractive product. The selection of pottery products is so extensive as to meet the desires of any taste or requirement; lamps of various sizes and shapes completely wired for electricity, vases, flower pots, jardinieres, bowls, plates, cups and saucers, candle sticks, cigar jars, ash trays, condiment dishes, in fact so many articles of Catalina pottery are available that selection is practically unlimited.

CATALINAWARE

GR-SOM. 6-33



CATALINA ISLAND POTTERY & TILE



"Catalinaware"





CATALINAWARE

It has been but recently that the extensive deposits of many fine clays, unknown for centuries, have been found in the hills and canyons of Catalina Island. These clays, similar to those found in Egypt deposited by the Nile, have led to the establishment of the oldest of crafts and arts, that of hand-made and hand-decorated pottery and tile, at Avalon. One especially rare clay at Catalina is found at the bottom of Echo Lake which is situated near the summit of one of the highest mountains on the Island, Mount Black Jack. This is a very plastic clay, rich in kaolin, which lends itself to the molding of the finest pottery and tile. Silicas and aluminas, also found on the Island, burn into the most beautiful glazes, to which the mineral oxides known to the Indians lend a vividness of coloring and a brilliant metallic luster that is distinctive to the Catalina products.

The degree of hardness to which the pottery products are brought is indicated by their resonance—they give forth beautiful musical tones similar to those made by the pottery manufactured from the clay secured in Devonshire, England.

It is in the chronicles of Father Torquemada, who accompanied the Spanish explorer Viscaino upon his trips in the capacity of historian, that a graphic picture is drawn of the type of "white" Indians who inhabited Catalina

Island and bartered with the mainland Indians, exchanging great urns, bowls and ollas of stone which they tediously chiseled with their crude implements, for baskets and pottery. Little did the island Indians dream that close at hand upon beautiful Catalina, their own place of residence, were finer clays than those to which their brothers of the mainland had access. On the Island were silicas for glazes and mineral oxides for colorings from which the early Catalina inhabitants could have made pottery of a beauty far excelling that for which they bartered. The vivid red and yellow ochres found on the Island were used by the Catalina Indians only as a means of personal adornment and to paint the symbols of the sun and moon and other objects which struck their fancy or which were a part of their religious ceremonies.

Just recently it was discovered that the island clay lends itself admirably to the production of a very high grade of pottery and tile and immediately when samples were made up, it was also discovered that the thousands of people who visited the Island each year welcomed the pottery and tile as affording an opportunity to take away a very attractive souvenir of the beautiful Magic Isle.

At Pebbly Beach, the eastern terminus of the Avalon Board walk, about three-quarters of a mile from town, is situated the Catalina Pottery and Tile Plant. Here hundreds of craftsmen and artists are busily engaged in transforming bits of the Magic Isle into beautiful objects of ornament and utility. A wide variety of useful and attract-

